

MOUNTAINwise



A STORY WORTH SHARING. PEOPLE WORTH PRESERVING.

MOUNTAINWISE.ORG



**Communities
Transforming**
For a healthier North Carolina

CTG in North Carolina

- 12 Priority Areas that focus on healthy eating, active living, tobacco-free living, clinical preventative services
- Most of the evidence-base is in an urban setting
 - Healthy Corner Stores in Philadelphia and Baltimore
 - Smoke-free Multi Unit Housing in cities with large apartment complexes
 - Health Considerations in Comprehensive plans that have planning staff





How can we make this successful in rural Southern Appalachia? *Design a meaningful communications campaign!*

The Challenge

- “Institutional” public health message to an independent community wary of outsiders
- Conservative political climate that promotes individual choice

The Process

- Interviews, surveys, research
- Each county is extremely unique
- Region as a whole has fierce traditions of independence and resilience and take pride in ability to care for themselves
- Went with a Mountain approach that resonates with the region



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Fresh. Local. Yours.

FARMERS MARKETS.

Now Open.

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Possible Side Effects:
Healthy Weight.
Improved Mood.

TRAILS.

Mother Nature's Medicine.

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SMOKE FREE
HOUSING

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Here's to a
**TOBACCO-
FREE SEASON.**
No ifs, ands, or
BUTTS!

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MOUNTAINwise

“Sub-brands”

MOUNTAIN
elements
A MOUNTAINWISE HEALTH IMPACT ASSESSMENT



MOUNTAINmarkets works like this:

Your store
stocks Healthy
Foods...



MOUNTAINwise
helps you sell them!

(signage, shelving, ads, one-on-one time with a marketer)

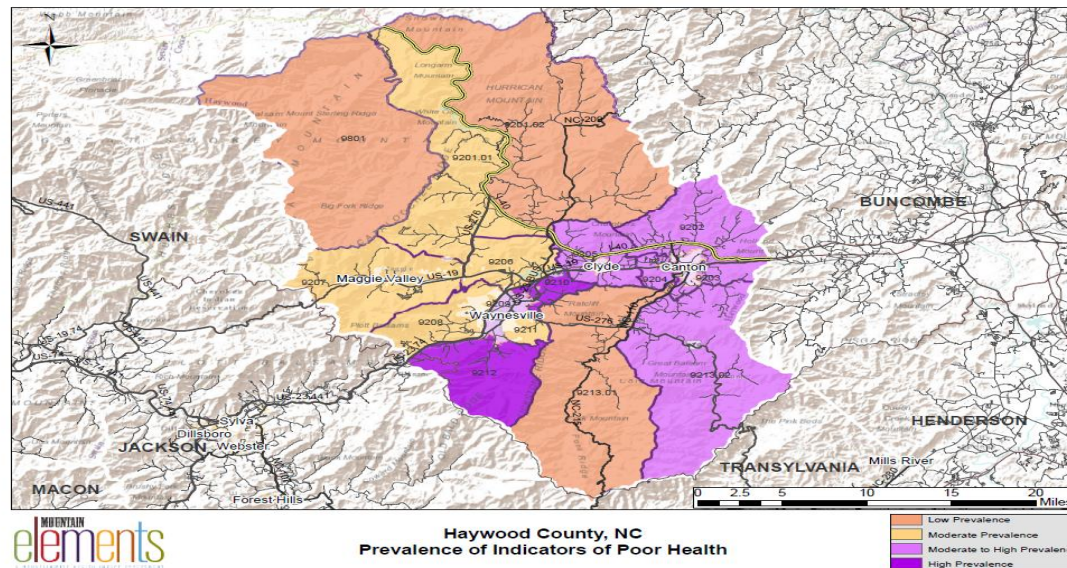


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MountainElements Regional HIA Project

- 8-county HIA aimed at assessing proposed actions related to planning efforts across the region, including:
 - Comprehensive Plans (adopted or being developed)
 - Other Plans: Recreation, Econ. Development, Transportation, etc.
- Produce 8 Health & Wellness Chapters for each county's Comprehensive Plan (where applicable)
- “Hot Spot” Analysis to identify areas of poor health and health assets



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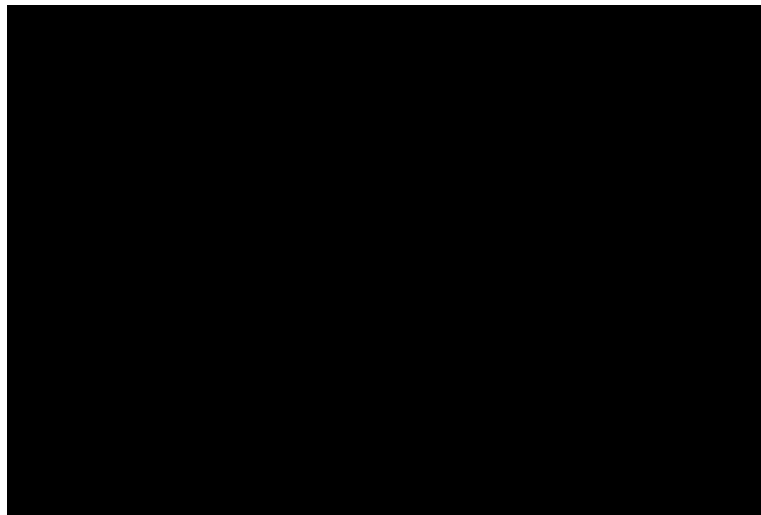
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Healthy Corner Store Project

"MountainMarkets"

- Created a healthy corner store Toolkit for health departments and other local partners
- Implementing pilot *MountainMarkets* stores in Haywood, Transylvania, Jackson, and Graham Counties



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Tobacco Free Successes

Smoke Free Multi Unit Housing “MountainAir”

- Developed *MountainAir* campaign to assist our local MUH properties in going smoke-free

4.15.2013 Jackson County Passes Tobacco Free Parks and Rec Policy

- Collaborative effort between Parks and Rec Department, Health Department, MountainWise, and Hi-Top Assist

